

# ORGANIC MARKET NEWS



JULY 2 - JULY 9, 2021

## ORGANIC STONE FRUIT FOR JULY



Peak season for Organic Stone Fruit continues for July!

Early July will be the best time this year to promote **Organic Dark Sweet and Rainier Cherries** while they're still plentiful and arriving in good quality.

**NOTE:** There has been an extreme heat wave in the Pacific Northwest that will impact some of the cherry crop and in particular end the Rainiers earlier than expected.

Out of California, in spite of heat there too, we are seeing excellent quality on **Organic Yellow & White Peaches, Yellow & White Nectarines, Plums, Pluots, and Apricots**. Room temperature displays will sell this fruit!



### OG MELONS

**Organic Seedless Watermelons** from California continue to be available through the beginning of July. Quality has been excellent.

**Organic Mini Seedless Watermelons** are selling well! The harvests are winding down in Mexico and will start in California and Arizona for the rest of July. Pricing is reasonable and quality has been nice.

**Organic Cantaloupes** are now in season from the Westside area of California. Excellent quality is expected for the rest of the summer.

**Organic Honeydew** are in a gap to start July but will quickly ramp up into season out in California after Independence Day.



### OG BERRIES

To kick off July there are **Organic Blueberries** available from New Jersey, California, and Washington, the main growing region for summer.

**NOTE:** Record high temperatures in eastern Washington have led many early **Organic Blueberry** harvests to be diverted to the processors due to weak quality from heat stress. The outlook of the heat stress is not clear yet. Shippers will do everything they can to get us good fruit, though some soft berries should be expected this summer.

**NOTE: Organic Blackberries** and especially **Raspberries** out of California have shown some weaker quality due to heat stress. The crop is beginning to peak and growers do expect better weather/growing conditions moving forward into mid-July.

**NOTE: Organic Strawberries** have had very weak quality and shelf life due to high heat in the growing regions in the end of June. Supplies are starting to trend downward in supply and the cooler weather is also expected to improve quality, with that pricing is expected to begin to rise.



### OG TOMATOES

**Organic Tomatoes on the Vine** pricing will increase as supplies slow down for the summer season. Greenhouses will begin to pull and replant crops for the fall and winter harvests.

**Organic Beefsteak Tomato** pricing will increase through the beginning of July as Canadian growers begin to finish for the season. Supplies are expected to be short as greenhouses begin to replant for the fall and winter harvests. The quality has been nice.

**Organic Roma Tomatoes** continue to be steady through the beginning of July out of GA and NC. The quality has been nice. Local PA farms are expected to start with light volume Mid-July and promotable volume in August.

**Organic Locally Grown Round Tomatoes** are expected to begin with light volume in Mid-July. We will keep updating once harvests begin.



### OG CORN

**Organic Bi-Color Corn** production from the Carolinas began in late June. Supplies are strong & quality is outstanding making the perfect combination to promote this summer favorite!

As the summer continues, expect supplies to move up the East Coast, Pennsylvania & New York Local production is expected in mid to late July.



### OG LADY MOON TOMATOES

**Organic Cherry Tomatoes** from Lady Moon Farms will continue to be available out of GA. Harvests are slowing down for the season however and supplies should be steady. PA harvests are expected to start in late July or early August.

**Organic Grape Tomatoes** from Lady Moon farms will continue to be promotable through the beginning of July out of GA. Quality has been excellent. PA harvests are expected to start in late July/ Early August.



### OG LEAF LETTUCE

**Organic Lettuces** from Pennsylvania are ending in early July. Although a short season each year due to heat conditions, the Pennsylvania season yet again successful with excellent quality & steady availability.

New York & Quebec production will be available immediately concluding the Pennsylvania season which should see the last of its supplies dwindle in the first week of July.



### OG CAULIFLOWER

**Organic Cauliflower** volume from California remains strong headed into July. After a few weeks with strong supply, but less than ideal quality product appears strong for early July.

With plentiful supplies, good pricing & much-improved quality early July will be an excellent time to promote Cauliflower!



### OG CELERY

**Organic Celery & Celery Hearts** volume from California continues to remain plentiful. Supply volume & quality are strong as well as aggressive pricing!

**Local Organic Celery** from Pennsylvania began in late June. Supplies are limited but look to capitalize on this short window of availability for July!



### OG GRAPES

**Organic Grapes** remain promotable and will continue to transition over the next 2-3 weeks from Mexico to California.

**Organic Cotton Candy Grapes** continue in season through mid-July along with **Organic Jelly Berries & Candy Hearts!** Flavor time!



### OG BROCCOLI

**Organic Broccoli** from California continues to experience stable supplies & strong quality. Growing conditions & quality issues continue to hamper some suppliers, however, overall supply volume is plentiful.

**Pennsylvania Organic Broccoli & Broccoli Crowns** remain available; however, overall volume has begun to dwindle. Expect to see a mix of supplies from both growing regions.



### OG LETTUCE PACKS

**Organic Romaine Hearts & Iceberg Lettuce** has concluded for the local season & will return in the fall. Supplies from California continue to be steady & well priced in July, with promotional opportunities to be available.

In addition, Quebec products have begun in late June! Look for supplies to be sourced from Canada throughout July.



### OG CUCUMBERS

**Organic Cucumber** production in the Carolinas after a small disruption in production due to weather is now in steady supply with strong quality.

In early July expect to see steady pricing & availability from the Carolinas.

Production will continue to move north throughout the summer & local production is expected to begin in early to mid-July!



### OG BRUSSELS SPROUTS

**NOTE:** **Organic Brussels Sprouts** from Mexico remain available; however, yields are shrinking. Quality issues combined with less production have caused pricing to increase headed into July.



### OG PEARS

**Organic Import Pears** are expected to finish up for the season during mid to late July, and have a short gap until the domestic season begins towards the end of July, early August.



### OG ASPARAGUS

**Organic Asparagus** is available in steady supplies again through the beginning of July out of Mexico. The quality has been very nice. Supplies should be steady through July.



### OG CITRUS

**NOTE:** **Organic Grapefruit** remain in sporadic supply out of California.

**ALERT:** During July we are expecting extremely limited supplies of **Organic Lemons**. Some volumes will finally start up again from Mexico, Argentina, and Chile. Pricing will remain very Expensive during the month until the supply chain fills.

**Organic Limes** are now in peak season volumes for summer promotion.

**NOTE:** **Organic California Mandarins** have finished for the season.

**California Organic Valencia Oranges** are in good steady supply despite the entire crop is down about 50%.



### OG SQUASH

**Organic Zucchini** from Lady Moon Farms will now be sourced from their Pennsylvania farm for the summer season. Other local growers are in peak production on **Organic Zucchini & Gold Bar Squash** out of PA, NJ, OH.

**Organic Yellow Squash & Patty Pan** from Pennsylvania has begun harvesting in June, availability is plentiful with strong quality & pricing for July!

Look to promote local Squash during the month of July.

On Import **Organic Hard Squash** the following are available for July:

- Acorn
- Butternut
- Delicata
- Honeynut
- Kabocha
- Spaghetti



### OG PEPPERS

**Organic Colored Bell Peppers** continue to see supplies restricted & price increase in conjunction. Price increases & availability limitations are only supposed to be short-lived, expect conditions to improve in early to mid-July.

**Organic Mini Peppers** continue to see strong supplies coming from Mexico & pricing has remained promotable! As July begins, expect pricing to increase as supplies are expected to normalize.

**Organic Green Bell Peppers** supplies quickly rebound as we move into July. Expect improved pricing & availability out of the Carolinas. Local season will begin later in July.

**Organic Jalapenos** continue to be available from Lady Moon Farms.

### OTHER STORIES

**Organic Mini Seedless Cucumber** pricing has increased very quickly through the beginning of July. Volume from Canada has slowed down due to rain and cloudy weather.

**Organic Eggplant** from Lady Moon Georgia continue to experience steady yields in the first week of July, however, the season will not last much longer. Supplies volumes are expected to remain strong with smooth transitions to the Carolinas, followed by New Jersey product in mid-July.

**Organic Artichokes** continue steady availability as July kicks off! Pricing has improved to kick off the new month & quality remains outstanding.

**Organic Apples** are beginning to wind down in Washington and short supplies of import fruit will begin to drive some pricing up.

Expect **Organic Granny Smith** to be in the shortest supply and most likely gap Mid-August till the new crop in mid-September. The Washington crop currently looks good, but it is unknown if this unprecedented weather will have any effect on the bloom

**Organic Garlic** from Mexico is now in season with good quality expected.

Fresh **Organic Black Mission Figs** are available from early crop harvests. We are offering these in 12/8 oz clamshells.

# ORGANIC STONE FRUIT DISPLAY CONTEST

## June 14 - July 19, 2021

Four Seasons Produce has teamed up with Homegrown Organic Farms to bring you a super exciting display contest sure to drive volume and add some serious fun to your stone fruit season! We are in full swing with the tastes of summer, and sugars in the fruit are ramping up by the minute! Now is the perfect time to promote!

### CRITERIA

• Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The commodities include:

- **OG Yellow Peaches** (Code: 220428)
- **OG White Peaches** (Code: 43832)
- **OG Yellow Nectarine** (Code: 220426)
- **OG White Nectarine** (Code: 220427)
- **OG Red Plum** (Code: 220429)
- **OG Black Plum** (Code: 220430)



• Must have a minimum of 4 varieties of fruit in your displays

• Displays must remain up for at least one week

• Send all pictures in to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Thursday July 22nd

### STONE FRUIT HANDLING & MERCHANDISING TIPS

• Stone fruit is best stored and merchandised outside of your refrigerated cases. It allows the fruit to ripen properly and avoids it from being in the flavor kill zone!

• Place small brown paper bags on your displays to suggest ripening at home.

• Variety offerings are key in successful stone fruit sales. Be sure to carry a full array of fruit to offer to your customers. It might also expose them to varieties that they might have tried before.

• Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

• Stone fruit bruises very easily, so handle with care, both in the backroom and on your display.

For more stone fruit handling and merchandising tips, contact your Four Seasons Produce sales rep or merchandiser!



## GRAND PRIZE! (Homegrown Home Run)

# \$1000 gift card!

Display **MUST** contain **ALL** varieties of stone fruit from Homegrown Organic Farms stone fruit listed above and will be judged on creativity and eye appeal.

Use of social media is strongly encouraged, but not mandatory.



## LARGEST DISPLAY (Homegrown High Powered)

- 1<sup>ST</sup> - \$350 gift card
- 2<sup>ND</sup> - \$250 gift card
- 3<sup>RD</sup> - \$150 gift card

## MOST CREATIVE DISPLAY (Homegrown Happening)

- 1<sup>ST</sup> - \$350 gift card
- 2<sup>ND</sup> - \$250 gift card
- 3<sup>RD</sup> - \$150 gift card

## BEST SMALL STORE DISPLAY *3 registers or less* (Homegrown Hut)

- 1<sup>ST</sup> - \$350 gift card
- 2<sup>ND</sup> - \$250 gift card
- 3<sup>RD</sup> - \$150 gift card

## ALL ENTRIES WILL RECEIVE:



1 tumbler

1 knife





# CRESPO ORGANIC MANGO DISPLAY CONTEST

## JUNE 14 - AUGUST 1, 2021

Are you ready to build a Mango Masterpiece? Well, if you answered "YES" then let's get our mango on and enter our Organic Mango Display Contest! Four Seasons Produce has once again partnered with Crespo to bring you a super exciting chance to build a sweet display, get some cool Crespo swag and have the opportunity to win some cool prizes!

June is National Mango Month and fruit is in full swing from Mexico. Product quality is excellent and pricing is promotable! Great math for successful sales! And remember, mangos are no longer just a "back of the aisle" fruit. Mango popularity continues to grow and is at an all time high! Perfect time to build BIG displays and get BIG results!

### CONTEST CRITERIA

- Build a super awesome mango display! Fruit must be purchased from Four Seasons Produce and must be the Crespo label.

- 44190 - OG Mangos MEX 10 ct
- 44193 - OG Mangos MEX 12 ct
- 44185 - OG Mangos Ataulfo MEX 16/18 ct

- Display must contain both round mangos and ataulfo honey mangos
- Must purchase a minimum of 25 cases of mangos over the duration of the contest period.
- Use of Crespo Point of Sale signage is NOT required, however highly encouraged. Your Four Seasons sales rep and merchandiser will have super high graphic posters, signs and recipe cards. These will brighten up your displays and offer great information for your customers.
- Although POS signage is not mandatory, you must have something with the Crespo name on it. The graphic boxes work well for this with waterfalls and case stacks.
- Send your display pics into Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by August 5, 2021.
- Use of social media is not required but highly recommended.



### CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

#### 1<sup>ST</sup> PLACE

Four Seasons Jacket + Hat + \$50 Gift Card



#### 2<sup>ND</sup> PLACE

Four Seasons Hoodie + Hat + \$25 Gift Card



#### 3<sup>RD</sup> PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card



### EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!



# CHERRY DISPLAY CONTEST

July 5 - August 1, 2021



## READY FOR A "CHERRY" OF A DISPLAY CONTEST?

Four Seasons Produce has partnered up with Stemilt Growers and the Northwest Cherry Commission to bring you a "cherry" sweet display contest for the month of July! These beautiful red and white gems from the Pacific Northwest will be in high demand and the cherry crop forecast is heavy on fruit and high on quality! Cherries are a super high tonnage commodity and sales driver, and the sales potential for this super seasonal favorite is endless. Let's get creative, grab sales, and have fun!

### CONTEST CRITERIA:

- Build a display of fresh cherries in your department using fruit purchases from Four Seasons Produce. Codes to use are as follows:

15011 - CV Cherries 10.5 Row WA 8/2.2 lb  
15080 - CV Cherries Rainier 10.5 Row 15 lb  
220513 - CV Cherries Skylar Rae 16/1 lb Top Seal (limited availability)  
43257 - OG Cherries 10.5 Row 18 lb  
43253 - OG Cherries Rainier 10.5+ Row 15 lb (available until mid-July)

- Use of Northwest Cherry Commission Point of Sale material is required for entry. Display materials will be available through your Four Seasons Sales Rep or Merchandiser. We will also have some high graphic Stemilt Cherry Pop Up Bins to use in your displays. Pictures of bins and codes are shown to the right.

- All displays must remain up for at least one week.

- Send your display photos to Steph Mayer (stephf@fsproduce.com) by Thursday August 5th.

\*\*Use of social media to promote cherries is not required but strongly recommended.



### PRIZES:

#### GRAND PRIZE

"Cherry Champion"

\$500

Display will be judged on creativity, overall eye appeal and use of Northwest Cherry Point of Sale material, as well as hitting all of the criteria marks listed above. Social media posts are recommended.

Everyone is a winner! Everyone who enters will receive a SWEET Stemilt Cherry hat!



#### MOST CREATIVE

"Cherry Visionary"

1st Place - \$300  
2nd Place - \$200  
3rd Place - \$100  
Honorable Mention - \$50

#### BEST ALL ORGANIC

"Cherry Sanctuary"

1st Place - \$300  
2nd Place - \$200  
3rd Place - \$100  
Honorable Mention - \$50

#### BEST SKYLAR RAE

"Sky-lar's the Limit"

\$400  
Display MUST highlight the Skylar Rae, but can include other cherry varieties

For more cherry merchandising tips, please contact your Four Seasons Merchandiser.



PHONE: 1.800.422.8384

www.fsproduce.com



# LOCAL LIST

## ORGANIC

### BIG BUCK FARM - HAMMONTON, NJ

43712 OG Blueberries NJ 12/6 oz  
43706 OG Blueberries NJ 12/1 pt

### FLAIM FARMS - VINELAND, NJ

40488 - OG Beets Red Bunched 12 ct  
40510 - OG Bok Choy PREM 35 lb  
40513 - OG Bok Choy Baby PREM 20 lb  
40548 - OG Cabbage Green PREM 45 lb  
40454 - OG Cabbage Red PREM 45 lb  
40518 - OG Cabbage Savoy 35 lb  
40684 - OG Chard Green 12 ct  
40682 - OG Chard Rainbow 12 ct  
40685 - OG Chard Red 12 ct  
40671 - OG Greens Collard 12 ct  
40672 - OG Greens Kale 12 ct  
40889 - OG Greens Kale Lacinato 12 ct  
40647 - OG Herb Cilantro 15 ct  
40209 - OG Herb Dill 12 ct

40210 - OG Herb Dill 24 ct  
219525 - OG Herb Mint 12 ct  
40726 - OG Parsley Curly 15 ct  
40729 - OG Parsley Flat Leaf (Italian) 15 ct  
40485 - OG Red Beets 25 lb  
41112 - OG Escarole 24 ct

### HEPWORTH FARMS - MILTON, NY

40666 - OG Chard Green PREM 24 ct  
40667 - OG Chard Red PREM 24 ct  
40886 - OG Radishes French Breakfast 24 ct  
40640 - OG Herb Cilantro 30 ct  
40210 - OG Herb Dill 24 ct  
40864 - OG Radishes Red Bunched PREM 24 ct  
40900 - OG Spinach Bunched 24 ct  
41180 - OG Lettuce Romaine 24 ct  
40995 - OG Kohlrabi Green Bunched 12 ct  
41150 - OG Lettuce Butter Green 24 ct  
40601 - OG Carrots Bunched 12 ct

### LANCASTER FARM FRESH COOP - LANCASTER, PA

40379 - OG Beans Fava 10 lb  
40532 - OG Beets Red Bunched PREM 24 ct  
40510 - OG Bok Choy PREM 35 lb  
40502 - OG Broccoli 14 ct  
40515 - OG Cabbage Napa 35 lb  
41062 - OG Celery 30 ct Naked  
40666 - OG Chard Green PREM 24 ct  
40667 - OG Chard Red PREM 24 ct  
40650 - OG Dandelion 12 ct  
41112 - OG Escarole 24 ct  
40675 - OG Greens Kale 24 ct  
40676 - OG Greens Kale Lacinato 24 ct  
41159 - OG Lettuce Green Leaf PREM 24 ct

41158 - OG Lettuce Red Leaf PREM 24 ct  
41182 - OG Lettuce Romaine PREM 24 ct  
41175 - OG Lettuce Romaine Red 24 ct  
41122 - OG Radicchio 12 ct  
41015 - OG Squash Green 20 lb  
41101 - OG Squash Gold Bar 20 lb  
41032 - OG Squash Patty Pan 22 lb  
40297 - OG Squash Yellow 20 lb  
40431 - OG Beets Gold Bunched 12 ct  
40210 - OG Herb Dill 24 ct  
40857 - OG Kohlrabi Purple Bunched 12 ct  
41159 - OG Lettuce Green Leaf PREM 24 ct  
41015 - OG Squash Green 20 lb

### LADY MOON FARMS - CHAMBERSBURG, PA

40680 - OG Chard Rainbow PREM 24 ct  
40628 - OG Dandelion PREM 24 ct  
203430 - OG Dandelion Red 12 ct  
40211 - OG Fennel (Anise) 12 ct  
41007 - OG Greens Collard PREM 24 ct  
40811 - OG Greens Kale PREM 24 ct  
40472 - OG Greens Kale Lacinato PREM 24 ct  
43566 - OG Greens Kale Red 24 ct  
41155 - OG Lettuce Butter Red 24 ct  
40723 - OG Parsley Curly PREM 30 ct  
40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)  
41020 - OG Squash Green PREM 20 lb

### JOSEPH WEAVER - EPHRATA, PA

40548 - OG Cabbage Green PREM 45 lb  
40454 - OG Cabbage Red PREM 45 lb

### CHRIST KING - LANCASTER, PA

40548 - OG Cabbage Green PREM 45 lb



## CONVENTIONAL

### EASTERN FRESH - CEDARVILLE, NJ

2819 - CV Cucumbers Super Local 72 ct  
2255 - CV Squash Green MED NJ 20 lb

### FIFER ORCHARDS - DOVER, DE

1086 - CV Corn Bi-Color Local 50 dz Bin  
1062 - CV Corn Bi-Color 48 ct  
23031 - CV Tomatoes Vine Ripe XL 25lb

### FLAIM FARMS - VINELAND, NJ

205 - CV Arugula 24 ct  
550 - CV Beets Red Bunched 12 ct  
591 - CV Bok Choy 30 lb  
592 - CV Bok Choy Baby Shanghai 30 lb  
750 - CV Cabbage Green 50 lb  
855 - CV Carrots Bunched 24 ct  
1362 - CV Chard Green 12 ct  
1355 - CV Chard Rainbow 12 ct  
1368 - CV Chard Red 12 ct  
1170 - CV Dandelion Bunch 12 ct  
1315 - CV Greens Kale NJ 18 lb  
1308 - CV Greens Collard NJ 18 lb  
455 - CV Herb Basil 15 ct  
1200 - CV Herb Dill 24 ct  
1510 - CV Herb Mint 12 ct Box  
1462 - CV Kohlrabi Green 12 ct  
2255 - CV Squash Green MD Local 20 lb

### HESS FARMS - WAYNESBORO, PA

2255 - CV Squash Green MED 20 lb  
2338 - CV Squash Yellow MD Local 20 lb

### JERSEY FRUIT - HAMMONTON, NJ

10105 CV Blueberries NJ 12/1 pt

### JOSH WEAVER - LANCASTER COUNTY, PA

750 - CV Cabbage Green 50 lb  
780 - CV Cabbage Red 50 lb

### NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

480 - CV Beans Green 25 lb  
550 - CV Beets Red Bunched 12 ct  
591 - CV Bok Choy 30 lb  
592 - CV Bok Choy Baby Shanghai 30 lb  
750 - CV Cabbage Green 50 lb  
1670 - CV Cabbage Napa 30 lb  
780 - CV Cabbage Red 50 lb  
795 - CV Cabbage Savoy 30 lb  
1362 - CV Chard Green 12 ct  
1368 - CV Chard Red 12 ct  
1308 - CV Greens Collard NJ 18 lb  
1315 - CV Greens Kale NJ 18 lb  
1345 - CV Greens Mustard 12 ct  
1350 - CV Greens Turnip 18 lb  
1200 - CV Herb Dill 24 ct

1475 - CV Leeks Bunched 12 ct  
3127 - CV Radishes Red Bunched NJ 24 ct  
2205 - CV Spinach Bunched 24 ct

### SIX L'S/LIPMAN - WEST DEPTFORD, NJ

2255 - CV Squash Green MED 20 lb  
2338 - CV Squash Yellow MD Local 20 lb  
2819 - CV Cucumbers Super Local 72 ct

### VINCENT FARMS - DELMAR, DE

1084 - CV Corn White Local 50 dz Bin  
1060 - CV Corn White 48 ct  
1086 - CV Corn Bi-Color Local 50 dz Bin  
1062 - CV Corn Bi-Color 48 ct



# CONVENTIONAL MARKET NEWS

JULY 2 - JULY 9, 2021

## MELON OUTLOOK

The summer heat is here and so is Melon season. July and August will be the best time of the year to expand your melon displays and offerings.

**Seedless Watermelon** pricing on bin 45 & 60 ct will be promotable through the beginning of July out of Georgia and South Carolina. Volume has ramped up tremendously and quality has been outstanding.

Since whole watermelons do not need to be refrigerated for display consider adding bins in front of your store or your vestibule to help drive sales.

**Mini Seedless Watermelons** will be promotable for early July as well.

**Athena-style Cantaloupes** continue in season from Georgia and South Carolina. Quality, flavor and aroma has been very nice on the 90 ct & 120 ct bins.

During early July we will transition our sourcing up to new crop melons out of Central California on **Cantaloupes and Honeydews**. By mid-July we'll have the famous Peacock label **Cantaloupes** and King of the West **Honeydew** out of Turlock.

On specialty melons **Sugar Kiss Melons** and **Tuscan Cantaloupes** are in stock for high flavor promotion. Other varieties of mixed melons will be added into our selection as the central California season ramps up.



### CV TOMATOES

**Local Vine Ripe Tomatoes** from Delaware field high tunnels are in peak season through early July with outstanding quality. Volume is somewhat limited on the early plantings but will continue to grow stronger headed into Mid-July with more local availability coming.

**Local Grape Tomatoes** out of PA and NJ are expected to start Mid-July with volume increasing end of July or early August.

**Beefsteak Tomato** pricing will be steady through the beginning of July. Canadian and USA greenhouse production is slowing down as they prepare to pull crops and replant for the Fall harvests.

**Tomato on the Vine** pricing will be rising some through the beginning of July as supplies slow down for the season. With very weak and promotable pricing this season growers are finishing harvests early to get ready for the fall and winter production.

**Campari Cocktail Tomatoes** continue to be available through the beginning of July from Canada. Quality has been nice, and pricing will begin to ease down as production picks up.



### CV BLUEBERRIES

NJ **Blueberry** volumes were in excellent supply for the 4th of July, and will continue to be promotable the week after the holiday as well. Quality has been very nice on all pack sizes – pints and 18 oz.

Excessive heat out west is impacting the national market on **Blueberries** so we expect pricing to increase by mid-July.

The **Sweetest Batch Blueberries** from Driscoll's are now finished for the season.

But another exciting berry is on it's way starting on July 20th. Starting then we'll have an excellent opportunity to promote the proprietary "**Barbara Ann**" variety from **Driscoll's** grown right here in **New Jersey**. These blueberries not only have great flavor, but sizing is very large, and they have got crunch! Get ready.



### CV STRAWBERRIES

**Strawberries** will be in excellent supply the week after the 4th of July holiday. Volumes will be primarily sourced from Salinas and Watsonville, and the growing conditions have been excellent!

Growers in Salinas and Watsonville have not had the high heat that other growing areas in California have experienced.

Fruit size has dropped slightly, but the quality has been very nice on all fruit from these areas on recent arrivals.

We are winding down on Driscoll's **Rose and Sweetest Batch Strawberries**. Contact your rep if you would like to preorder any before the end of the season.

**Jumbo Long Stem Strawberries** are in stock for early July.





### CV GREEN CABBAGE

**Local Green Cabbage** remains promotable through the beginning of July from PA and NJ farms. Quality has been very strong and excellent. Red and Savoy varieties are also available with promotable pricing.



### CV BERRIES

**Blackberries and Raspberries** will be in steady supply from California throughout the month of July.

**NOTE:** We are still experiencing some quality challenges in softer than usual fruit especially on the **Raspberries**. This is being caused by the higher than normal temperatures. We should see these challenges subside as we head into the week of July 7th.



### CV CUCUMBERS

**Super Cucumber** pricing is coming on with promotable volume from PA and NJ farms. Quality has been very nice on the early harvests.

**Seedless Cucumber** pricing eased off a little throughout the beginning of July out of Canada. Supplies are steady and the quality has been nice.

**Mini Seedless Cucumber** pricing jumped up through the beginning of July as harvests slow down due to rainy, cloudy weather. Quality has been nice, but supplies will be short through the beginning of July.



### CV PEPPERS

**Green Bell Pepper** pricing will be steady through the beginning of July. GA production has finished, but NC is in full production and quality is excellent. NJ and PA farms are expected to start in early-mid July.

11lb **Hothouse Bell Pepper** pricing is rising through the beginning of July as production slows down for the season. Canadian greenhouses are beginning to replant for fall harvests leaving fewer supplies available. The quality has been nice.



### CV LOCAL SWEET CORN

**Local Sweet Corn** pricing will be promotable through the beginning of July as Delaware Farms have started harvests.

Quality is excellent and volume on both **White** and **Bi-Color Corn** will continue to ramp up heading into July. Crates and Bins will both be available, and PA & NJ harvests will ramp up later in the month too.



### CV EGGPLANT

NJ local grown **Italian, Graffiti and Sicilian Eggplant** varieties will be coming into season and will be in stock starting 7/3!

Regular **Eggplant** will be promotable through the beginning of July out of GA and NC. Then local NJ harvests will start in early July.



### CV SQUASH

**Local Green and Yellow Squash** pricing will be promotable through the beginning of July. The extremely hot temperatures brought on big volumes in PA and NJ. The quality has been very nice.



### CV GREEN BEANS

**Green Bean** pricing fell to promotable levels through the beginning of July as local production from PA and NJ have come on strong. Quality is excellent with vibrant color and firm snappy beans.



### CV ASPARAGUS

**NOTE:** **Asparagus** pricing remains high and tight through the beginning of July out of Peru and Mexico. Demand has been extremely strong, and supplies continue to come in limited amounts from both regions. Quality has been nice in both areas.



### CV CAULIFLOWER

Summer crop **Bikini Cut Cauliflower** from nearby Quebec is coming into peak season for early July.

California pricing is holding steady and quality is good.



### CV CARROTS

Truck and intermodal freight availability and rates have been problematic. This is especially impacting the flow and total cost of **Carrots** from California. Expect some price increases due to freight this summer.



### CV EASTERN PEACHES

South Carolina **Peaches** continue in peak season with excellent color and quality. Local New Jersey Peaches will soon come into season across early to mid-July followed by PA.



### CV ONIONS

Local PA **Simply Sweet Onions** will get started around the third week of July, allowing for a smooth transition from the Vidalia Sweet Onions which continue in season.



### CV BROCCOLI CROWNS

Multiple locations are harvesting **Broccoli Crowns** now (VA, PA, MEX, CA) with Quebec and Maine starting in early July. Heat has been troublesome in some regions so we'll focus on the northern growing regions for the best quality.



### CV BRUSSELS SPROUTS

**Brussels Sprout** availability remains tight and pricing continues to hold on the high end. California's heat is pushing back harvests.



### CV CHERRIES

For the start of July **Dark Sweet** and **Rainier Cherries** are in peak season. Keep this high impulse item front and center for your shoppers.

**NOTE:** There has been extremely high temperatures in the Pacific Northwest which impact harvesting and yields. The hope is that as growers move to their higher elevation orchards in the hills those cherries will have experienced less heat damage since that's what is in the marketplace for mid and late July.

Firm and sweet **Skylar Rae Cherries** are available for early July in bags and clamshells.



### CV GRAPES

**Grapes** continue in season out of Mexico, then during mid-July we will transition into California Grapes from the Delano area.

Another shot of **Cotton Candy Grapes** from Mexico will be promotable during early July then will wrap up for this part of the season. The Grapery will start their California Cotton Candy program in early August.



### CV STONE FRUIT

California Stone Fruit and specialty varieties are in peak season.

On two layer premium we will have **Prima Yellow Peaches** and **Nectarines** and Family Tree Farms **White Peaches** and **Nectarines**.

On the specialty side, **Yellow Flesh-Yellow Skin Peach Pie Peaches** and **White Flesh Donut Peaches** will be available in packages starting 7/7.

**Plumogranate Black Pluots** and **Ruby Jewel Red Pluots** are available along with **Black Velvet Apricots** and **Red Raspberry Apricots**.

Extra large Red and Black Plums are coming back into season for the summer.

Popular **Verry Cherry Plums** in 20/1 lb clamshells will arrive around 7/7.